

François Guern, PhD

Chief Product Officer (CPO) | Head of Product | VP Product

Data & AI platforms for operational decisions · Market strategy · Pricing & monetization

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French (EU)

PROFESSIONAL SUMMARY

Chief Product Officer with 18+ years building data and artificial intelligence (AI) platforms that teams use to make operational and commercial decisions.

Turns generic analytics into role-specific decision products, and builds the pricing, packaging and distribution behind them.

Experience across energy, retail, mobility, FMCG, HR technology, financial regulation and public sector, in B2B SaaS startups, scale-ups and global corporates.

WORK EXPERIENCE

Chief Product Officer (CPO) | Technis (B2B SaaS and IoT scale-up), Switzerland

December 2025 - Present

First CPO. Mandate: move customer spend from capex to recurring opex, targeting 4M CHF annual recurring revenue (ARR).

- **Monetization:** Sole owner of pricing, packaging and offer architecture. Per-site subscriptions across three tiers, leasing for hardware-heavy deployments.
- **Portfolio:** Consolidated seven go-to-market (GTM) initiatives into four sector solutions on one platform, across 8 markets.
- **Data platform:** Turned a generic analytics layer into role-specific decision products with pre-configured workflows per persona.
- **Consolidation:** Four platforms onto a single backend, 200 customers migrating, working daily with 30 engineers.
- **Sovereign cloud:** Co-owned with the CTO the Google Cloud programme that took region provisioning from architecturally impossible to 24 hours, unlocking Saudi public-sector deals.
- **Distribution:** Opened a product-led growth (PLG) self-serve tier via Shopify marketplace app and MCP integration. Indirect channel in build for retail and events.
- **Team:** Repositioned 7 product managers and designers from delivery to commercial ownership. Introduced OKRs and a quarterly solution-aligned roadmap.
- **Mergers and acquisitions:** Leading integration of two acquisitions, a third in preparation. Defining the synergy thesis before close.

Fractional Chief Product Officer and Product Consultant | Independent, France and Switzerland

October 2023 - December 2025

Three product leadership mandates, from pre-launch startup to global defense group.

Head of Product, Peetchr (HR Technology SaaS startup) | February 2025 - September 2025

- Pivoted the product to AI assessments after user testing. Secured the **first global enterprise client pre-launch**. Launched commercial MVP in 5 months.

Product Consultant, Thales (Defense and Cybersecurity) | July 2024 - February 2025

- Optimized the cross-cloud engineering journey. **Reduced project initialization time by 20%.**

Head of Product and Design, BeYs Trusted Solutions (Digital Identity scale-up) | October 2023 - July 2024

- Built the Franco-Bulgarian product and design organization to **15+ people**, including 5 product managers and 10 UX/UI designers. Launched digital wallet MVP in 5 months.

Head of Product and Design | Pernod Ricard (Global FMCG), Paris, France

October 2020 - September 2023

Built the product and design organization from zero for the global Digital and AI transformation.

- Delivered **10 AI decision products** for marketing, revenue and sales teams in 30 countries: marketing spend optimization, price optimization, promotional calendars, field sales visits.
- Generated over **130M EUR in annual contributive margin**.
- Grew the function to **25 people**: product managers, designers, researchers, data analysts.
- Established the company's first continuous discovery culture with A/B testing, product analytics and OKRs, adopted across the digital division.

Digital Consultant and Product Manager | Eurogroup Consulting, Paris, France

March 2017 - September 2020

AI transformation programmes for major clients.

- **TF1:** dynamic advertising pricing, increased revenue by 10M EUR in year one.
- **French Ministry of Finance:** intelligent enterprise content management (ECM), improved retrieval efficiency by 20%.
- **AMF (French financial markets regulator):** fraud detection, reduced false positives by 12%.

Previous roles

- Strategy and Innovation Manager, InProcess, Paris, France, 2016 - 2017
- Digital Project Manager, Ambassade de France aux USA, Washington DC, 2015 - 2016
- UX Researcher, Nokia Bell Labs, Paris, France, 2008 - 2014

SKILLS

- **Data and AI:** Data Platform Architecture, Decision Intelligence, Business Intelligence, Platform Consolidation, Cloud Migration, Sovereign Cloud, Multi-Region Architecture, Google Cloud Platform (GCP), Generative AI, AI Agents, Machine Learning, Computer Vision, IoT and Edge Data, Revenue Management, Price Optimization, Marketing Mix Modeling
- **Market and Monetization:** Product Strategy, Go-to-Market Strategy (GTM), Pricing Strategy, Packaging and Tiering, Ideal Customer Profile (ICP), Positioning, Market Sizing (TAM SAM SOM), Product-Led Growth (PLG), Subscription and SaaS Business Models, Channel and Partner Distribution, Product Marketing, Sales Enablement, P&L Ownership
- **Leadership:** Product Vision, Product Portfolio Management, C-Suite and Board Communication, Mergers and Acquisitions (M&A), Post-Merger Integration, Organization Design, Objectives and Key Results (OKR), Continuous Discovery, Roadmap Management, Agile, Stakeholder Management
- **Industries:** B2B SaaS, PropTech, Energy, Retail Technology, E-commerce, Mobility and Transport, FMCG, Digital Identity, Cybersecurity, HR Technology, Public Sector

EDUCATION

Télécom Paris

PhD, Sociology of Digital Uses and Innovation (Human-Computer Interaction), 2013

ESCP Europe

Certificate, Corporate Entrepreneurship and Innovation, 2012

École des Ponts Business School

Certificate, Management and Business Administration, 2011

LANGUAGES

English (C2, fluent), French (native), Spanish (B2, intermediate), Italian (A1, basic)

ADDITIONAL

Mentorship: Télémaque (youth from disadvantaged neighborhoods), Wikihero (UX/UI professionals)